

Industry Alert! New & Unique Event

Hear from
Industry Speakers

Understanding the Implications of the Strengthened PPRS on Pharmaceutical Pricing & Profitability

- ✓ **Predicting** the impact on the market place from across the board 4.5% price cuts to pharmaceutical products
- ✓ **Putting the UK Government** price cut and price modulation in an EU context
- ✓ **Understanding** the progressive deregulation agenda and the development of increasing competition in the UK medicines market
- ✓ **Analysing** the impact of price modulation on EU parallel trade

PLUS! A practical & interactive post-conference workshop

Achieving a Return on Investment in Outcomes Research & Pharmacoeconomics

Led by:

**Dr Neil Johnson, Principal,
CAMBRIDGE PHARMA CONSULTANCY**

**8th December 1999
Cumberland Hotel, London**

**6th & 7th December 1999
Marble Arch Marriott Hotel, London**

Arranged by:



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Understanding the Implications of the Strengthened PPRS on Pharmaceutical Pricing and Profitability

DAY ONE - Monday 6th December 1999

Chaired by: **Tim Williams**, Director Business Planning, **MERCK SHARP & DOHME**

9.00 Registration & coffee

9.30 Opening remarks from the Chairman

9.40 **Predicting the impact on the market place from across the board 4.5% price cuts to pharmaceutical products**

- Understanding the new structure of the PPRS and its impact on your pricing strategy
- Assessing the possibility of compulsory pricing measures for companies not in the new PPRS
- Clarifying the extent to which budgetary integration will impact on the choice of drugs purchased
- Understanding whether the structure will meet with transparency standards, as set out by the pricing transparency directive

Jim Furniss

Managing Consultant

CAMBRIDGE PHARMA CONSULTANCY

10.20 **Understanding the progressive deregulation agenda and the development of increasing competition in the UK medicines market**

- Establishing an agenda for progressive deregulation
- Competition in the UK medicines market
- Using performance indicators to assess the efficiency of the medicines market
- Appreciating the nature and scope of performance indicators
- Understanding deregulation in the context of the NHS reforms and NICE

Tim Williams

Director of Business Planning

MERCK SHARP & DOHME

11.00 Morning coffee

11.20 **Putting the UK Government price cut and price modulation in an EU context**

- UK Government policy on price cuts as a budgetary instrument
- Price cuts and the PPRS - current and future implications for the industry
- Defining the messages for Europe and UK investors
- Analysing the impact of price modulation on product portfolio management and EU parallel trade

Dr Jim Attridge

Government & Economic Affairs

ASTRAZENECA

12.00 **PPRS, Prodigy, PCGs and NICE: does the government require a four barrel shotgun?**

- Assessing government policy in view of the existence of four different regimes
- Evaluating central and local responsibility for prescribing: is it a recipe for confusion?
- Analysing whether the PPRS is a last resort for restraining drug costs in the event of regime ineffectiveness and sclerosis
- Understanding the rationale behind four weak regimes as opposed to a single strong tool

Dr Peter West

Senior Consultant

NERA

12.40 Lunch

14.00 **Assessing the practical effects of the new PPRS on NICE, PCGs and the pharmaceutical industry**

- Understanding the impact of the PPRS on NICE and the PCGs: will these regimes function on a competitive or complementary basis?
- Assessing whether the new PPRS regime favours the NHS or pharmaceutical industry
- Evaluating the PPRS from a Health Economist's perspective: does it serve to control the growth of pharmaceutical costs or profitability?
- Drawing conclusions: recommendations for prescribing policy and the future of the PPRS

Dr Darrin Baines

Health Economics Facility, School of Public Policy

THE UNIVERSITY OF BIRMINGHAM

14.40 **Overcoming the impact of currency fluctuations on UK pharmaceutical prices**

- Evaluating the effects of currency fluctuations
- Taking steps to minimise the impact of fluctuations
- Assessing the use of one currency for all transactions
- Pinpointing the pros and cons of increases and decreases to minimise the impact of fluctuations

Speaker to be confirmed

15.20 Afternoon tea

16.00 **PANEL DISCUSSION:**

Understanding how profits and R&D allowances are assessed under the revisions made to the PPRS

- Comparing the loading of profits between existing and new products
- Understanding the rules governing 'return on capital'
- Evaluating the basic R&D allowance that everyone will get
- Assessing the rewarding of successful R&D

Your views, comments and questions are strongly encouraged during this session. Your chairman will facilitate and the speakers will facilitate and the speaker will participate in a truly interactive discussion.

16.40 Closing remarks from the Chairman

16.50 End of Day 1

EXHIBITION OPPORTUNITIES AT THIS CONFERENCES

Do you want to win new customers?

Do you want to keep ahead of the competition

*Do you want to strengthen ties
with your existing customers?*

If your answer is YES, then you really need to promote your company at this event.

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- Advanced One-Day Briefing -
**Managing the Impact of
Parallel Trade**

DAY TWO - Tuesday 7th December 1999

Chaired by: **Ian Senior**, Special Advisor, NERA

- 9.00 Registration & coffee
9.30 Opening remarks from the Chairman
9.40 **Understanding the European Commission's efforts to guarantee competition and allow parallel trade access to the pharmaceutical market**
 - Assessing the advantages and disadvantages of parallel imports in the facilitation of competition
 - Ensuring price discrimination and consumer protection in the market for pharmaceutical products
 - Evaluating the effects of restriction on parallel trade at the national level
 - Understanding evolution and long-term effect of the ECJ's case law on minimising parallel imports**Carlos Gimeno**
Administrator, Unit DG15 D2
EUROPEAN COMMISSION
- 10.20 **Clarifying realities and debunking myths about the scale and volume of parallel imports**
 - Quantifying and measuring the real size and value of parallel imports to determine its impact on your company
 - Assessing the key business drivers of parallel trade
 - Pinpointing reliable sources of information to achieve a realistic picture of parallel trade: sales data, sources of import and export countries, prices, launch data and reimbursement
 - Developing an effective price model at the corporate and national levels
 - Effectively calculating the financial impact of parallel imports on your products in each country**Ian Senior**
Special Advisor
NERA
- 11.00 Morning coffee
11.20 **Evaluating the future of parallel trade in the European Union**
 - Understanding national price controls and price differentials as the lifeblood for parallel trade
 - Assessing pan-European pricing strategies and other industry measures to limit parallel trade
 - Pinpointing the pros and cons of price floors, price bands and pricing in Euros
 - Evaluating the impact of the Euro on price differentials and on parallel trade**Dr Eckhard Kucher**
President
SIMON, KUCHER & PARTNERS
- 12.00 **Evaluating the impact of the Euro on pharmaceutical pricing mechanisms to minimise parallel trade**
 - Assessing the impact of the Euro on the pharmaceutical industry
 - Pinpointing the pros and cons of price floors, price bands, price corridors and pricing in Euros as methods of defending profits against parallel trade
 - Examining whether enforceable or positive export bans are anti-competitive
 - Assessing the feasibility of establishing pharmaceutical prices at the European level to avoid variations between national reimbursement systems**Dr Harald Hasselmann**
Head of Price Monitoring & Euro Project Manager
SCHERING AG
- 12.40 Lunch
14.00 **The Pharmaceutical Industry's case: Assessing distortions on the pharmaceutical market arising from parallel imports**
 - Assessing the possibility of intellectual property becoming undermined by parallel imports and countries with minimal patent protection
 - Evaluating the rights of patent holders against parallel importers
 - Assessing whether parallel importing will effect the launch of new and innovative products in markets that lack sufficient patent protection
 - Understanding the threat of further market distortion from CEE EU enlargement**Lucio D'Erico**
Price Control Manager, Corporate Finance Department
ARES SERONO
- 14.40 **The Parallel Importer's case: effectively balancing the interests of importers and the pharmaceutical industry in the pricing, supply and distribution of drugs**
 - Weighing up the advantages and disadvantages of confrontation versus co-operation between the pharmaceutical industry and parallel importers
 - Assessing the rights and obligations of each party
 - Evaluating the advantages of parallel trade for reimbursement authorities and patients
 - Understanding the impact of the three Bangemann round tables on parallel trade
 - Examining the future for parallel traders - can there ever be a compromise?**Andreas Mohringer**
Managing Director,
EURIM-PHARM ARZNEIMITTEL GMBH & President
EUROPEAN ASSOCIATION OF EURO PHARMACEUTICAL COMPANIES
- 15.20 Afternoon tea
15.40 **Assessing the effectiveness of strategies for managing and monitoring parallel trade**
 - Monitoring the effectiveness of the available legal strategies
 - Tracking products through the supply chain
 - Managing equalisation deals - what is the real impact on imports?
 - Measuring the reaction to price movements and specifically following recent PPRS changes
 - The paper will use real (anonymised) data based on IMS HEALTH's supply chain analysis methodology**Paul Charles**
Marketing Manager - Information Integration
IMS HEALTH UK
- 16.20 **Executive briefing on the latest development in Parallel Trade case law: evaluating the legal and regulatory constraints on parallel imports and determining when to take action**
 - Understanding the theory of exhaustion of patent trade and trade mark rights
 - Assessing the damage to trade marks and a company's reputation from shoddy packaging and taking action to obtain legal relief
 - Considering the circumstances when re-packaging is necessary and legally acceptable
 - Explaining when a different trade mark can be used for the same product in different countries and understanding when an importer can substitute trade marks
 - Understanding when a pharmaceutical manufacturer should insist on receiving a sample of a re-packaged product from the importer
 - Determining the legal and strategic considerations involved in deciding when an interim injunction should be obtained to prevent sales of parallel imports**Melanie Farquharson**
Partner
SIMMONS & SIMMONS
- 17.00 Closing remarks from the Chairman
17.10 End of conference

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Due to unforeseen circumstances, the programme may change and IIR reserves the right to alter the venue and/or speakers

Achieving a Return on Investment in Outcomes Research & Pharmacoeconomics

Led by: Dr Neil Johnson, Principal, CAMBRIDGE PHARMA CONSULTANCY

8th December 1999 • Cumberland Hotel, London

Learn how to:

- ✓ Use pharmacoeconomics to make a significant commercial contribution
- ✓ Contribute to commercial success by working with customers and care providers
- ✓ Show the real value of pharmaceutical and diagnostic innovations

WORKSHOP AGENDA

- | | |
|---|--|
| 9.00 Registration & coffee | 11.30 Plenary discussion |
| 9.30 Welcoming address & introduction - Neil Johnson | 12.30 Lunch |
| 9.45 Using outcomes evaluations to influence payers - Jim Furniss, Managing Consultant <ul style="list-style-type: none">• Understanding what the payer really thinks about this area• Pinpointing the shortcomings of traditional economic evaluations | 14.00 Shifting the focus of your function to an outcomes management capability - Neil Johnson <ul style="list-style-type: none">• Achieving the adoption of your company's products into clinical practice by realising sales• Increasing competitive advantage, by making outcomes management an integral part of your business• Planning for support early in development - a blueprint for success |
| 10.15 Influencing the influencers - using outcomes information to positively influence care providers - Herve Maisonneuve, Consultant <ul style="list-style-type: none">• Understanding how care providers use outcomes information• Assessing whether plans focus on traditional outcomes research or on activities that will influence customer groups• Ensuring that investment in this area results in product sales | 15.00 Afternoon tea |
| 10.45 Morning coffee | 15.20 Practical & interactive exercise, including group discussion |
| 11.15 Being clear about what is needed - Neil Johnson <ul style="list-style-type: none">• Taking a customer perspective• Recognising where outcomes work can help and where it just confuses people• Using outcomes management to help customers realise your company's product potential | 16.00 Closing remarks |
| | 16.10 End of workshop |

"Got the tools to do the job"

"Very focused presentations"

ABOUT YOUR WORKSHOP LEADER

Dr Neil Johnson is Principal with Cambridge Pharma Consultancy. He advises clients on the development and use of outcomes information as part of reimbursement and market penetration strategies. Dr Herve Maisonneuve was previously with the Agence Nationale d'Accréditation et d'Evaluation en Santé as Clinical Guidelines Director, then Evaluation Director. He now manages the Health Care Strategy practice at Cambridge Pharma Consultancy. Mr Jim Furniss was head of the Pharmaceutical Services Branch and the Pharmaceutical Industry Branch of the UK Department of Health. He was also a member of the EC Pharmaceutical Pricing Transparency Committee.

Cambridge Pharma Consultancy is a specialist management consultancy which advises senior management in the pharmaceutical and health care industries on a wide range of commercially important issues in Europe, the USA and Japan.

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Understanding the Implications of the Strengthened PPRS on Pharmaceutical Pricing and Profitability

6th & 7th December

Marble Arch Marriott Hotel, London

Good morning,

IIR's conference on '**Understanding the Implications of the strengthened PPRS scheme on Pharmaceutical Pricing and Profitability**' will clarify the new structure of the PPRS and its impact on the way your company negotiates with the government over pharmaceutical pricing.

In a press release on June 30th, Mr Michael Bailey, President of the ABPI who has been leading the negotiations said, 'I believe the proposals which the ABPI's membership are considering will represent a **fair deal** for the UK-based pharmaceutical industry'.

However, the devil is in the detail, so if you want to receive the latest information about how the PPRS will affect your business, then this is the conference that will provide you with insights:

- ⇒ **Understanding** the *reserve powers* of the DOH under the new PPRS
- ⇒ **Clarifying** whether the secretary of state for health will have statutory powers to *reduce prices* on drugs or order the repayment of excess profits from NHS sales by the pharmaceutical industry
- ⇒ **Identifying** whether the Government has accepted a trade-off for the industry in the PPRS for measures relating to parallel imports
- ⇒ **Assessing** the possibility of compulsory pricing measures for companies not in the new PPRS
- ⇒ **Evaluating** whether negotiations over a product's price structure, discounting or the presence of competitors will remain secret
- ⇒ **Understanding** whether the structure will meet with transparency standards, as set out by the pricing transparency directive

On top of this, you will find the second day of the conference on **Managing the Impact of Parallel Trade** an invaluable opportunity for an update about recent changes and cases. The speakers are drawn from amongst the best in the industry.

Call our customer service team now on **+44 (0) 171 915 5055**, or fax **+44 (0) 171 915 5056**, or email your registration on registration@iir-conferences.com to reserve your place while there's still time.

You and your company really cannot afford to miss this event! I very much look forward to meeting you in December.

Yours sincerely,



Vassos Vassiliou

Senior Pharmaceutical Market Analyst

IIR PHARMACEUTICALS DIVISION, LONDON

Understanding the Implications of the Strengthened PPRS/Managing the Impact of Parallel Trade

Monday 6th & Tuesday 7th December, 1999

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Achieving a return on Investment in Outcomes Research & Pharmacoeconomics

Wednesday 8th December, 1999

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8th December, 1999
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